

Subject Line:

The Weekly Forecast: Seattle's Storm, Reign, and Freeze Converge

A New Era in Seattle Sports Starts Now

Seattle's weather — and its sports culture — is changing. Welcome to **The Weekly Forecast**, your insider look at the movement shaping the future of athletics in our city. This week, we're making history.

Introducing the Seattle Freeze

Seattle's newest professional team hits the ice this season. The Freeze is more than just a hockey team. It's a call to action. With ferocity and focus, they join the Storm and the Reign in redefining what inclusive, community-powered sports can be.

Three Clubs, One Coalition

The **Seattle Sports Equity Coalition (SSEC)** is proud to bring together the Storm, Reign, and Freeze under one bold mission: equity, visibility, and sustainability for all underserved athletes, including but not limited to those who are female, nonbinary, trans, disabled, income-insecure, and more. This alliance is a first-of-its-kind collaboration in Seattle, rooted in mutual support and collective progress.

Equity Meets Environment

The SSEC also recognizes that climate action and sports go hand in hand. We're launching green initiatives that will help our teams and fans reduce their environmental footprint, because a better world on the field starts with a healthier one off it.

Coming Up Next

Stay tuned for:

- Freeze inaugural season kickoff events
- Behind-the-scenes stories from our athletes
- Ways to get involved with climate-forward fandom

Seattle's weather is changing. So are we.

Follow us on social media and visit our website to learn more or get involved.